

A METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

FIELD OF THE INVENTION

The present invention relates to a method for producing optimum-effect marketing. More specifically, the present invention relates to a method for producing customized and more effective marketing using a business marketing model for producing and selecting advertisements with unique features that will appeal to different consumers.

BACKGROUND OF THE INVENTION

There are many factors which contribute to a successful marketing campaign. To successfully market a product, a producer or distributor (hereinafter referred to as a "company") should ideally have an advantage over its competitors. This advantage may be an improved or unique product. The company must also be able to advertise the product in a manner that stresses the advantages that the product provides. Furthermore, a company needs to decide ahead of time which audience(s) to target, and thus design advertisements to address the specific needs of that group. A company should carry good service relationships with customers. Finally, an marketing campaign of a particular company should reach potential consumers before that of another company.

Even with all these prerequisites, companies often fail to produce successful marketing campaigns. This is because companies cannot accurately predict how a potential consumer will perceive an advertisement. A company may try to appeal to the sense of adventure in a potential consumer, for example, by portraying specific images or colors in the advertisement. Yet, if the potential consumer is not an "adventurous type", then the efforts on the part of the company have been worthless. A potential consumer might take one quick look at an advertisement and decide, before any further inquiry, that he or she does not wish to purchase the product. Thus, if an advertisement for the product does not initially appeal to a potential consumer, then no sale will be made, regardless of the benefit the consumer might derive from the product, the high quality of the product, or the fact that the advertisement reached the potential consumer before that of another company.

The problem of effective marketing is even more pronounced on the Internet. Firstly, Internet "surfers" are attracted mostly by the price of a product, while other advantages come secondarily. Furthermore, while in regular marketing, it is possible to direct marketing according to some of the needs of the particular consumer (based on demographic data, specified interests, etc...) it is impossible to do this on standard Internet sites, because a business cannot know which individuals are visiting their

site. All consumers view identical advertisements when they visit the same Web page.

A business marketing method is needed to permit companies to increase sales by improving the effect that marketing on potential consumers.

The present invention relates to a method for improving the effect that marketing has on potential consumers, utilizing a business marketing model to customize advertisements to the inner orientation of a potential consumer. By using such a model, companies can create multiple advertisements for the same product that produce positive initial responses from consumers having varying inner orientations, and subsequently increase sales of the product.

SUMMARY OF THE INVENTION

According to the present invention, there is provided, a method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

- (a) collecting information obtained from potential consumers for generating a computerized database containing personal character profiles of the potential consumers;

(b) analyzing and sorting said character profiles into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of the following individual orientations: survival, growth, and relaxation, or combination thereof;

(c) producing a series of advertisements for a specific product or service, wherein each advertisement contains unique features so as to be adapted for a specific one of said clusters;

(d) presenting the appropriate advertisement from said series of advertisements to the corresponding cluster of potential consumers.

According to one embodiment of the method of the present invention, the information is collected via a questionnaire. Preferably, the questionnaire contains questions relating to the level of disposition of the potential consumer towards survival, growth, and relaxation, respectively.

The questionnaire is presented to a potential customer through the Internet, over the telephone, through an interactive television medium, or at a point-of-sale.

According to other embodiments of the method of the present invention, the unique features include various colors, sounds, smells, words, and images.

According to other embodiments of the method of the present invention, the advertisement is presented to the potential consumer via electronic mail, direct mail, telephone, or interactive television.

According to other embodiments of the present invention, the number of clusters is between three and twenty-seven. Preferably, the twenty-seven clusters corresponding to all of the possible combinations of low, medium, and high level of orientation towards survival, growth, and relaxation, respectively.

The present invention further relates to a method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

- (a) collecting information obtained from users for generating a computerized database containing personal character profiles of the users;
- (b) analyzing and sorting said character profiles into at least three clusters, wherein each cluster corresponds to a subset of character

profiles showing a predominant tendency towards one of the following individual orientations: survival, growth, and relaxation, or combination thereof;

(c) matching users according to the cluster of character profiles to which they are categorized.

DETAILED DESCRIPTION OF THE INVENTION

It will be appreciated that the following description is intended only to serve as an example, and that many other embodiments are possible within the scope of the present invention.

When an individual is exposed to a new advertisement, the first immediate response to the advertisement is completely emotionally-based. This is because the center in charge of the immediate reactions in the human brain is the limbic system, located above the brain stem. The limbic system receives the information from the sense organs and produces an immediate response before the “thinking” parts of the brain (the neo-cortex) have processed the information received. The thinking parts of the brain, after a few seconds, produce a response that rationalizes and justifies the initial emotional response of the individual. A second rational response may occur that causes the individual to

change their first rational response. Usually, however, this does not occur. Therefore, an individual's rational reaction to a new advertisement will tend to support the initial emotional response. This means that to companies marketing products or services, it is of utmost importance that the immediate emotional response be a positive one. The more positive the initial response, the more likelihood that the potential consumer will later make the decision to buy the product or service.

Considering the flood of marketing messages that an individual encounters every day, whether on billboards, radio and television commercials, in stores, or on the internet, the immediate emotional response is of crucial importance if advertisers are to sell their products. If an initial response is positive, then there is reasonable grounds for an individual to learn more about a product. However, if the advertisement did not appeal in the crucial initial stage to the consumer, then even if the product would be suitable to meet the needs of the consumer, the consumer will not consider purchasing the product.

According to the present invention, potential consumers can be categorized according to the following three basic character dispositions for the purposes of marketing: a) survival b) growth, and c) relaxation. A character profile for each potential consumer can be generated based on

his or her character disposition, and a database, containing said character profiles, can be produced. Thereafter, the character profiles are arranged into at least three clusters according to the three character dispositions, and customized advertisements are produced and presented to potential consumers according to the cluster to which they belong.

In one embodiment, there are three clusters corresponding to individuals who are primarily survival, growth, and relaxation-oriented, respectively.

In another embodiment, there are six clusters, each corresponding to a different primary character disposition but also corresponding to the secondary disposition of an individual. Thus, a person who is primarily growth-oriented but also exhibits some features of a relaxation-oriented individual will be put into a different cluster than that of a person who is also primarily growth-oriented, but who has a secondary tendency towards the survival orientation.

In another embodiment, there are twenty-seven clusters, produced by evaluating individual character profiles in terms of the relative degree (low, medium, or high) of each character disposition that is exhibited. Thus, an individual may exhibit a high level of relaxation orientation, a medium level of growth orientation, and a low level of survival

orientation. Another individual might exhibit low levels of both relaxation and survival orientation, but have a high level of growth orientation. It should be appreciated, however, that more than three different degrees of each orientation may be designated, for example, extremely high, moderately high, medium, moderately low, and extremely low. This would enable the production a much larger number of clusters. Thus, while the present invention is hereinafter described only with reference to three clusters, corresponding to the three primary character orientations, it should be appreciated that any other number of clusters (corresponding to unique combinations of the three main character dispositions) can be produced according to the criterion used.

The particular character disposition of the individual is what determines the initial emotional response to something new. Thus, if companies could know before hand which of the three character dispositions (or combination thereof) a certain potential consumer has, then they can give a customized advertisement to that consumer according to his or her character disposition. When marketing to potential consumers with a particular character disposition, they can stress advantages of the product that would appeal especially to them. Companies can also adapt the visual, sensory, or audio qualities of an advertisement to ensure a positive initial response to the advertisement.

As mentioned before, the first disposition is the "survival orientation". If an individual is survival-oriented, then he or she is primarily concerned with filling the most basic of physical, emotional, and social needs. Survival-oriented individuals have a tendency to feel that the world is not a safe place and they worry mostly about their personal survival. Such an individual defines a certain threshold of basic needs that are necessary for survival. Survival-oriented individuals always feel that life is hard and they treat every minor problem as a potential threat to survival. They view new objects in terms of the potential threat or the ability for the object to distance them from the threshold. Such an individual is attracted to advertisements that appeal to their strong survival instinct.

The second disposition is the "growth orientation". Growth-oriented individuals constantly seek out new ways to improve their economic opportunities, their spiritual side, their relationships, health, etc. Such individuals always want to advance further than where they are. They seek challenge and novelty and it is difficult for them to settle into a particular routine. Progress is desirable while regress or "status-quo" are viewed as damaging. A growth-oriented person is typically interested in art and culture. Such an individual is attracted to advertisements that appealed to their innate desire to grow, such as advertisements containing

bright colors such as red (bright colors evoke the sense of risk and adventure) or verbal messages relating to the novelty and innovation of the product. Their initial emotional response to such advertisements would be a positive one.

The third disposition is the “relaxation orientation” (also referred to as the “homeostasis orientation”). Relaxation-oriented individuals are averse to change, and therefore hesitate to take risks (even if the risks have a high probability of success) and to try new things. They believe that any change is damaging and try always to maintain things at the level that they are at currently. Relaxation-oriented individuals tend to feel most comfortable at home and they view family life as being more important than career. They are attracted to advertisements that appeal to their strong inclination towards relaxation and homeostasis. For example, if an advertisement contained “relaxing” colors such as blues or greens, if the advertisement had relaxing music playing in the background, or if it pictured a very relaxing scene, a relaxation-oriented individual would have a positive initial emotional response, and be prompted to investigate more into the product being advertised.

According to the present invention, it is possible to predict whether an individual is basically oriented towards the survival, growth, or relaxation disposition, respectively.

The abovementioned prediction is done most readily through responses to a questionnaire, received over the World Wide Web, e-mail, telephone, interactive television, at a point-of-sale or any other appropriate interactive medium. Alternatively, it can be done through checking which Internet sites an individual frequents, spending patterns, etc. The questionnaire may contain questions concerning vacation preferences, responses in hypothetical situations, and even favorite colors. All these can be indicative of whether the potential consumer is chiefly oriented towards survival, growth, or relaxation. Information (from the questionnaires or other sources) collected from the potential consumers is input into a database and each potential consumer is given a character profile and grouped into as cluster, according to orientation manifested in the character profile. The questionnaire may be responded to as part of a larger series of questions not related to the marketing campaign (such as a telephone survey), or it may be an independent undertaking of the company.

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A company can develop a series of advertisements for one product, each geared towards a specific orientation (survival, growth, or relaxation, respectively), varying in the words, colors, smells, sounds, etc. utilized in each advertisement. Thus, each advertisement may be adapted to be effective for a particular disposition so as to create a maximum positive emotional response from the potential consumer and thus increase the chances of a sale. For example, when marketing a new, homeopathic medicine, a company can stress those soothing, tension-reducing aspects of the drug (if any) when the marketing is directed towards a relaxation-oriented person. Additionally, relaxing music or scenery can be provided during the advertisement. Alternatively, if an advertisement is directed towards a survival-oriented person, the company can stress any life-prolonging, disease-preventing aspects of the drug. For example, if the medicine enhances immune system function, the company could stress that the “medication raises efficiency of the body’s natural defenses.” Needless to say, there are many possibilities for customized marketing according to this model.

The advertisements may be presented to the potential consumer through any appropriate interactive medium, such as e-mail, telephone (CRM and cellular), interactive television, and point-of-sale. Since the advent of such interactive mediums can sometimes allow a company to know the

location of the potential consumer, it is further possible to present those advertisements that will appeal to the potential consumer in the exact situation that he or she is in. For example, a relaxation-oriented individual on vacation can be presented (e.g., through cellular phone) with advertisements for relaxing activities that he or she can pursue while on vacation at the particular spot. An individual may also be presented with customized advertisements at a point-of-sale, since entering one's credit card information can enable a company to identify the customer, and the cluster to which they belong, and thereby present to them suitable advertisements.

While the present invention is particularly useful for producing effective marketing, the present invention can also be used in other fields such as matchmaking services, finding an appropriate "chat" partner in an on-line chat-room, or for employment matching. In each field of application, users or applicants are grouped according to the supplied answers, into different clusters corresponding to similar character orientations. Thereafter, a "match" is made by pairing up one individual with another individual having the desired orientation.